



**Report to the  
Auburn City Council**  
City Clerks Office

Action Item

Agenda Item No.

15

  
City Manager's Approval

**To:** Mayor and City Council Members  
**From:** Kevin Hanley, Council Member  
**Prepared by:** Amy M. Lind, Deputy/Assistant City Clerk  
**Date:** July 25, 2011  
**Subject:** Public Recognition of Auburn Restaurants that Support *PlacerGrown* Agriculture

**The Issue**

Shall the City Council support a process of awarding a Mayor's Commendation to a restaurant in Auburn that has been identified as a strong supporter of local agriculture?

**Conclusion and Recommendation**

By **MOTION**, request that the Mayor present an annual commendation, based on the recommendation from the PlacerGrown Board of Directors, to the Auburn restaurant chosen as the best supporter of local agriculture for that year.

**Background**

On several occasions, while my wife and I were vacationing, we noticed on the bottom of certain restaurant menus the following verbiage: "*Awarded Best Restaurant Supporter of Local Agriculture in \_\_\_\_\_ County.*" It's an annual award. After seeing this on the menu, we, as supporters of local agriculture, were more likely to return to the restaurant. I believe that we should bring this idea to Auburn in the hope that it would spread to the various jurisdictions in Placer County. A process of public recognition would encourage local restaurants to purchase PlacerGrown products, keep farmers and ranchers in business and thereby help preserve the beautiful working lands. PlacerGrown's slogan is "You've got to EAT the view or lose it!"

I presented this idea to the PlacerGrown Board of Directors and they endorsed the idea and selected a winner for this year. I'm suggesting that on an annual basis, the Mayor present a commendation to the winning restaurant that was selected by the PlacerGrown Board of Directors. The commendation would say something like "*Awarded Best Restaurant Supporter of Local Agriculture in Auburn for 2011.*" The winner would be able to use the award in their advertising and communications for that year just as other businesses use the *Best of the Best* award.

If this works out, this award process could be potentially expanded to retail food sellers and to other cities and to Placer County.

**Fiscal Effect**

None.

**Alternatives**

Don't get involved in supporting local agriculture in this way.

(This page intentionally left blank)